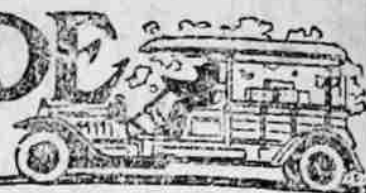




LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



AUTO DRIVERS ARE NOT ALWAYS TO BLAME

People on Foot are Sometimes Very Careless; They Can Help Avoid Accidents

Thirteen hundred accidents claim their toll of dead and injured in the United States every day. These are accidents purely and simply, happenings of chance, which are entirely unintentional. At least, this is the way in which they are recorded. But behind each there is a cause, and, no matter what the cause is or where the fault lies, to use an old expression, "It is better to be safe than sorry."

In New York City alone it is estimated there are thirty-three accidents each day which are serious enough to be reported to the police—accidents which cause either death or injury. This number is reflected proportionately in every city of size in the country.

When a chart showing the number of traffic accidents which occurred in Salt Lake last year was exhibited at the automobile show the motorists viewing it were astounded at the figures. Surprise was registered on the countenance of every person when he turned his eyes on the table. Out of 217 traffic smashes which happened last year only fourteen did not involve automobiles.

The data was compiled under the personal supervision of J. C. Clark of the safety department of the Oregon Short Line railroad, and it is authentic. Mr. Clark spent a great deal of time in gathering the data, but the results were well worth the endeavor, for nothing so forcibly brings home, to motorists and pedestrians alike, the chances for accidents when proper precautions are not taken as the cold, hard facts.

Sixty-nine accidents occurred last year in which automobiles and pedestrians were involved. Whether motorists or pedestrians were responsible perhaps only those directly involved will ever know. It is the natural thing to place the blame on somebody else, and everybody is sure to do so. However, the fact remains, though there are many careless drivers, they are not altogether responsible, for the number of careless pedestrians far exceeds them.

Authorities estimate that 10 per cent of the traffic accidents which occur are avoidable. This statement is extremely conservative. In a certain sense it may be correct; that is, in so far as the immediate cause is concerned, but back of the immediate cause there will be found the real cause, and it is usually carelessness. The automobilist with defective brakes blames them when he runs over somebody, but the true blame should be placed on himself, for if his brakes are defective there is no excuse for going so fast that it is impossible to stop the car with them. The person run over in this case places the blame on the motorist, but if he had been thoroughly alive to the situation he would not have crossed the street in the path of a speeding car. It is true he did not know the brakes were defective, but why court disaster? The best method is to look out for yourself first. It would be far more legitimate to say all but 10 per cent of the traffic accidents are avoidable.

After an accident occurs both of the parties involved know full well what steps they should have taken to avoid it. When a speeding automobile comes flying down the street and a boy suddenly dashes out from behind a standing vehicle, the accident is labeled unavoidable. Unavoidable it was under the circumstances, but the circumstances should never have been. After the smash both will place the blame, if possible, on the other, but the boy knows if he had stopped to look around it would not have happened, and the motorist knows if he had been driving slower it would never have happened.

The accepted way to reduce the number of accidents is to stop them at their source. The source is always neglect. Were it not for neglect or carelessness, somewhere, somehow, it is safe to say but few mishaps would occur. The foundation of the safety-first movement is to make people realize the necessity for care and intelligence in everything they do. With the ever-increasing number of automobiles that are coming into use it is evident that unless greater precautions are taken the number of accidents will increase proportionately.

The chief concern of the pedestrian is for himself. It matters little to him if some automobile is unfortunate enough, or rather, careless enough, to run into another vehicle, except that he may extend a little sympathy for the "poor devil." Hence the proper thing for him to do is to look out for himself and not trust his safety to somebody else. If all pedestrians would adopt this policy there would be but very few hit by automobiles. It matters not whether the pedestrian has the right of way, or whether the automobile should have stopped, if it does not; placing the blame on the motorist will not lessen the consequences.

O. F. Mitchell, wholesale and retail Hay, Grain, Flour, Bran, Mill Feeds and Potatoes. 2466-2468 Wall Ave., Phone 176-457. When in the market get my prices. I can and will save you money. Car lots a specialty.

I buy Liberty bonds at highest prices. If you have bonds for sale see me. J. J. Brummitt, 2417 Hudson avenue. Phone 59.

M'LAUGHLIN-STOREY CO. IN A NEW HOME

Sensing Ogden's significance as an automobile center, J. W. McLaughlin, a few years ago, opened up a paint shop and began to make automobiles more beautiful and improve their physical condition very materially. His beginning was on rather a small scale but as time went on his business grew and its importance became more fully understood, until he found that it was necessary to enlarge the capacity of his plant and employ helpers, and this was not the end, for the demand for car painting in his shop became so great that it was necessary for him to build and move into brand spanking new quarters, three or four times larger than he first occupied.

A few months ago the first work on the construction of a new plant began, since which time it has been completed and he is now doing business there, 1715-17 Washington avenue. The new quarters are commodious and efficient in every respect, being a modern paint shop that vies with the best in the country. In this new place an automobile may be taken in its unkept, dusty, muddy, blistered and ugly form and transformed into a gleaming, finely polished car. To accomplish this the machine is taken through the cleaning and sanding department, from there to the painting and varnishing department, where the parts are re-assembled, touched up a little more, and turned back to the owner in a perfectly painted condition. It is said that when an automobile goes out of the McLaughlin factory it has the appearance of a new car and favorably compares with its appearance when it first left the manufacturer's plant. Mr. McLaughlin is a professional car painter himself and the help employed is experienced in detail.

The building is so arranged that work on a car is done with every convenience at hand and the work is dispatched with speed and efficiency. It has a frontage of 100 feet on Washington avenue and is 110 feet deep, divided into departments to accommodate the business. The building is well lighted and heated so that workmen have every opportunity for doing good work and regular temperature.

Recently Joseph E. Storey became interested in the business and joined Mr. McLaughlin as part owner. He is now actively engaged in the business, devoting his entire time to it. Mr. Storey was formerly Weber county treasurer and clerk and was also identified with the Security State bank as assistant cashier. He is pleased with his new undertaking and feels that the prospects for the auto-painting business in Ogden are bright. He is a business man of splendid ability and has been known in this community since his boyhood days. The firm is now known as the McLaughlin-Storey company.

J. J. Brummitt, 2417 Hudson avenue, pays highest prices for Liberty bonds.

LOOK AFTER YOUR BATTERIES

Thousands of automobile batteries have been damaged throughout the winter months in the district by the unusual cold which was experienced in this district the past winter, says C. W. Iverson of the Exide Battery station. He also says that the testing of batteries and advice to car users in regard to their proper care is particularly important at this season of the year. It is natural to expect, the expert said, that after a car had been run throughout the extremely long and hard winter just experienced, their condition determined so that they may insure service for the months ahead.

It was pointed out that this is particularly true where cars have stood idle throughout the winter months. In cases where cars have been in an unheated garage their owners should take pains to ascertain at once the condition their batteries are in, and, if necessary, put them in perfect order before the cars are used.

It was further explained that the Exide station has made extensive preparations to give customers prompt and helpful aid in the care of their batteries so that the life and service of these batteries may be protected and assured. Particular emphasis was put on the fact that this had been a hard winter on batteries and thus the importance of a thorough investigation.

SAYS FRESH DESIGN SOON LOSES FAVOR J. C. Bayerline, president of the Columbia Motors company, Detroit, says he has insisted on holding the Columbia "six" to a conservative design.

"There is a happy medium," says Mr. Bayerline, "in designing motor-car bodies which gives the buyer the utmost satisfaction and value for his money. The designs must be up to the minute and have freshness and newness, but the moment this striving toward novelty becomes freakish, the value of the car to the buyer decreases. A car which tends toward a fresh design may appear attractive for the moment, but the buyer soon tires of it. We have gone far toward making the Columbia 'six' so distinctive in appearance that the owner will take real pride in it without venturing into radical designs."

MILLIONS TO WASTE ON 1920 TIRES

Over \$225,000,000 will be wasted by motorists this year due to ignorance and negligence in the care and use of tires, is the conservative estimate of leading authorities, based on country-wide service of over 30,000,000 tires.

Slamming on the brakes is, perhaps, responsible for more tire trouble than all else. The motorist should always apply his brakes gently, for every time they are jammed on they lock the wheels and run up tire bills. Such a practice is useless, for it does not immediately halt the car; the momentum and weight often cause the rear wheels to slide along for a considerable distance and gouge off the tread rubber. However, if the damage has not been too great, if the owner may still save his tire by giving it early attention to protect the fabric from decay and moisture, and to prevent dirt from working under the rubber.

Then, driving with underinflated or deflated tires are two inexorable faults that shorten the life of many tires. One can secure a table that shows the carrying capacities and inflation pressures that should be in all sizes of tires, at most any service station. As for a deflated tire, it should always be removed. It is far less expensive to come in on the rim.

Driving in ruts or street car tracks is equally hard on tires. Such carelessness wears the casings down to the fabric in a line following tire circumference.

The careful motorist never drives with tight chains. Chains properly put on are loose so that they can work about. If this is done, the cross chains will not strike the same spot in the tire each revolution and the wear will be more evenly distributed.

The old adage of, "a stitch in time saves nine," certainly applies to a tire cut. Although it is often impossible and impractical to immediately attend to a tire, the thrifty motorist makes it a rule to repair his casings at the earliest possible moment, before the neglected cuts result in blisters.

The too general practice of bumping into the curb when parking results in blisters. This seldom affects the exterior of the tire, but the tube becomes overheated by friction from the broken carcass, and a blowout is inevitable.

The best tires won't do better than 100 miles if the wheels are out of line and do not run parallel. It is like holding tires to a grindstone. Especially after taking a jolting trip over bad roads, wheels should be tested for alignment. The test takes but a minute and adds mileage to tires.

Storing a car for the winter will not save tires where the tires come in contact with oil and grease. Oil is one of the greatest enemies of rubber. Within a comparatively few hours a tire becomes blistered from coming in contact with a fatty substance. By using a gasoline saturated rag, grease and oil can be removed from the tire at a great saving to the motorist.

Close adherence to the above suggestions will add many miles of service to any tire.

AUTO RACING IN LOS ANGELES

With the passing of the Sheephead Bay and Chicago speedways, due to the advance of industrial and metropolitan necessity, the magnitude of the Los Angeles speedway is even greater than at first realized. The abandonment of these two internationally famous speedways will mean that Los Angeles, because of climatic conditions as much as any other condition, will be the center of automobile racing.

Aside from the annual Indianapolis race meet, it is more than likely that a majority of the larger races meets will be held at the new Beverly Hills speedway.

Some idea of the gigantic scope of this new project can be more readily recognized from the fact that more than 200 acres of land are necessary as a site for the new automobile speedway, also that more than four million feet of lumber is being used in the construction work. The entire cost of the "speed plant" will approximate three quarters of a million dollars.

Two immense grandstands, one at each side of the track, seating more than 20,000 people, are well under construction and will be completed at an early date. To give some idea of the size of these stands, the seats, if placed end to end, would cover a distance of seven miles.

What probably will be more than welcome news to those who have attended former race meets in Los Angeles is the announcement that more than five miles of parking space has been provided in the infield. Six automobile tunnels, running under the grandstand and track have been completed. Automobiles will be so parked that the race can be seen at all times. This new parking system will be such that one can leave the track at any time, and after the race there will be no waits or delays to get started homeward.

Some spectacular driving is assured from the fact that in order to stay on the track the cars must acquire a speed of from eighty to eighty-five miles per hour. This is made necessary by the construction of the board track, which in places at turns reaches a 40-degree angle.

Call on J. J. Brummitt at 2417 Hudson avenue, if you want to sell your Liberty bonds. Phone 59.

Sunday company never pays any dividends.



Hudson Also Supreme in Distinction

The Super-Six Has Always Been the Pattern Car. Its Exclusive Motor for Five Years Has Given It Mastery in Performance and Endurance

It was never sought to develop the Hudson Super-Six as the greatest speed and power car in the world.

It is true that in speed—in hill-climbing—in quick acceleration—no stock car ever matched it. Official records show that. But they are incidental. They were made in tests to prove Hudson endurance.

Surely these great performance qualities are enough to account for Hudson's five years of leadership as the largest selling fine car in the world. Any owner would take pride in a car that none has equalled in any worthwhile performance record.

Yet a large class of Hudson buyers selected it for an altogether different quality.

A Distinctive Design An Exclusive Motor

Thousands chose it with an eye single to its beauty, charm and notable appearance. They hold none can surpass it in distinction. For the Hudson looks its supremacy in every line.

But it is idle to think that those who primarily seek fine appearance in a car, do not value the mechanical superiority of the Hudson Super-Six.

Granted you will never require such great speed, yet Hudson's capacity means less than half load in ordinary driving. It insures absolute freedom from strain.

That extra reserve power means much on hills. It means much in flexibility and in quick response. It saves much changing of gears. It

means utter smoothness—due to less vibration, than any other type ever achieved.

That, too, is a matter of record. The official proofs are open to all.

Perfected Mechanism Makes Such Luxury Possible

In the exclusive Super-Six motor vibration is reduced almost to nil. Motor efficiency is increased 80%. Motor power is increased 72%, without added size or cylinders. Endurance is almost doubled. The Super-Six principle would add these advantages to any conventional type, six-cylinder motor. But no other can use it.

Its type gives Hudson every advantage. Why accept a lesser car?

You will find in the Hudson all the beauty and luxury that imagination and skilled workmanship can create.

See How It Leads All Fine Cars

Note how it predominates wherever fine cars are seen. Outside of the clubs, the opera, the theatre; in the fine residence streets and on fashionable boulevards observe how it outnumbers two, three and even four to one, any other make of fine car.

The supply of Hudsons has never been sufficient for the demand. Thousands have waited months for certain wanted models. You can insure yourself against disappointment in delivery only by placing your order well ahead of the time you will require it.

OGDEN MOTOR CAR CO.

2347 Hudson Ave.

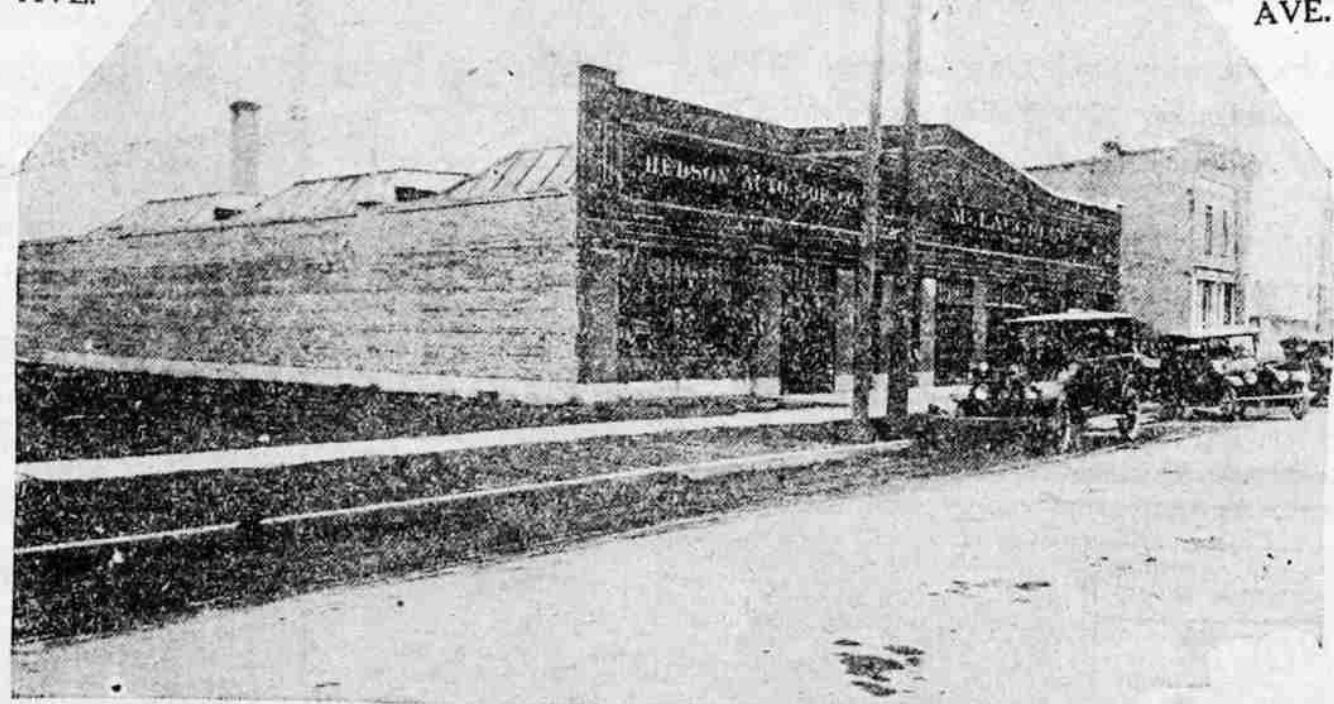
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McLaughlin-Storey Company

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The New Modern Home For Cars That Need Paint

OUR EQUIPMENT

In the construction of our new shop for Auto Painting we have endeavored to make it one of the best in the state, both as to capacity and efficiency. We feel that we are now prepared to take care of the demand in this line of the auto business.

Our facilities for painting a car in accordance with advanced methods are quite complete from the Washing to the Finishing department. Washing, sanding and cleaning are done perfectly and the Finishing methods are quite complete from the Washing to the Finishing department. Every department is fully equipped with up-to-date appliances.

OUR SERVICE

Our aim shall be to give efficient Service to our patrons and satisfy them to the very letter on every job. We employ none but first class workmen and use only the best materials, being prepared to work out any design or coloration. Cars are always given close inspection and professional care while under our supervision. A Nightwatchman is always in attendance as a matter of protection to our plant and to the cars left in our hands.

The building is steam heated, and always kept at a proper temperature! Skylights furnish ample light for good workmanship and to avoid disarranging shadows. Cars are re-assembled by experts after the parts have been painted and finished. We invite your inspection.